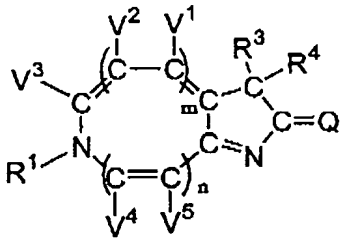
What is claimed is:

1. A compound represented by the following general formula (I) or a salt thereof:

General formula (I)

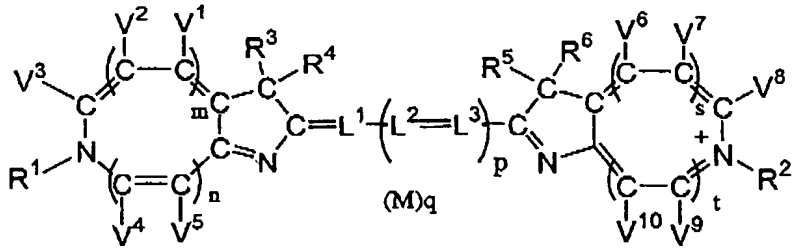


wherein, V^1, V^2, V^3, V^4 and V^5 each independently represent a hydrogen atom or a group selected from the group consisting of a halogen atom, an alkyl group, an alkenyl group, an alkynyl group, an aryl group, a heterocyclic group, cyano group, a hydroxy group, nitro group, carboxyl group, an alkoxy group, an aryloxy group, a silyloxy group, a heterocyclyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxycarbonyloxy group, an amino group (including an anilino group), an acylamino group, an aminocarbonylamino group, an alkoxycarbonylamino group, an aryloxycarbonylamino group, a sulfamoylamino group, an alkylsulfonylamino group, an arylsulfonylamino group, a mercapto group, an alkylthio group, an arylthio group, a heterocyclylthio group, a sulfamoyl group, an alkylsulfinyl group, an arylsulfinyl group, an alkylsulfonyl group, an arylsulfonyl group, an acyl group, an aryloxycarbonyl group, an alkoxycarbonyl group, a carbamoyl group, a phosphono group, a phosphonato group and a group that can form a covalent bond with a compound to be labeled (each of said group may be substituted), provided that V^1, V^2, V^3, V^4 and V^5 do not simultaneously represent a hydrogen atom and provided that V^1 and V^2, V^2 and V^3, and V^4 and V^5 may independently bind to each other to form a saturated or unsaturated ring that may be substituted; R^1 represents a hydrogen atom or a group selected from the group consisting of an alkyl group, an aryl group and a heterocyclic group (each of said group may be substituted); R^3 and R^4 represent an alkyl group that may be substituted, and R^3 and R^4 may bind to each other to form a ring that may be substituted; Q represents a group of atoms required to form a cyanine dye chromophore, a melocyanine dye chromophore or a stilyl dye

chromophore; and m and n represent 0 or 1, provided that m + n is 1.

2. A compound represented by the following general formula (II):

General Formula (II)

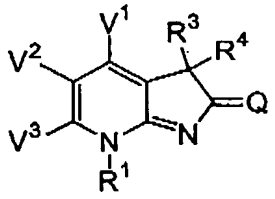


wherein, V^1, V^2, V^3, V^4, V^5, V^6, V^7, V^8, V^9 and V^{10} each independently represent a hydrogen atom or a group selected from the group consisting of a halogen atom, an alkyl group, an alkenyl group, an alkynyl group, an aryl group, a heterocyclic group, cyano group, hydroxy group, nitro group, carboxyl group, an alkoxy group, an aryloxy group, a silyloxy group, a heterocyclyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxycarbonyloxy group, an amino group (including an anilino group), an acylamino group, an aminocarbonylamino group, an alkoxycarbonylamino group, an aryloxycarbonylamino group, a sulfamoylamino group, an alkylsulfonylamino group, an arylsulfonylamino group, a mercapto group, an alkylthio group, an arylthio group, a heterocyclylthio group, a sulfamoyl group, an alkylsulfinyl group, an arylsulfinyl group, an alkylsulfonyl group, an arylsulfonyl group, an acyl group, an aryloxycarbonyl group, an alkoxycarbonyl group, a carbamoyl group, a phosphono group, phosphonato group and a group that can form a covalent bond with a compound to be labeled (each of said group may be substituted), provided that V^1, V^2, V^3, V^4 and V^5 do not simultaneously represent a hydrogen atom, and provided that V^1 and V^2, V^2 and V^3, V^4 and V^5, V^6 and V^7, V^7 and V^8, and V^9 and V^{10} may each independently form a saturated or unsaturated ring; R^1 and R^2 each independently represent a hydrogen atom or a group selected from the group consisting of an alkyl group, an aryl group and a heterocyclic group (each of said group may be substituted); R^3, R^4, R^5 and R^6 each independently represent an alkyl group that may be substituted, and R^3 and R^4, and R^5 and R^6 may bind to each other to independently form a ring that may be substituted; m, n, s and t represent 0 or 1,

provided that m + n is 1 and s + t is 1; L^1, L^2 and L^3 each independently represent a methine group that may be substituted; p represents 1, 2 or 3; M represents a counter ion, and q represents a number required to neutralize the charge of the molecule.

3. A compound represented by the following general formula (III) or a salt thereof:

General Formula (III)

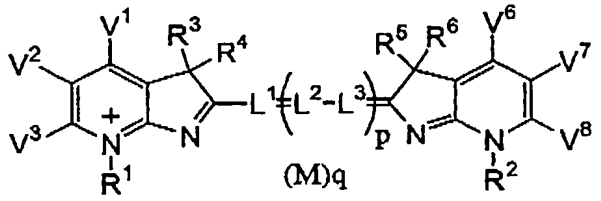


wherein, V^1, V^2 and V^3 each independently represents a hydrogen atom or a group selected from the group consisting of a halogen atom, an alkyl group, an alkenyl group, an alkynyl group, an aryl group, a heterocyclic group, cyano group, hydroxy group, nitro group, carboxyl group, an alkoxy group, an aryloxy group, a silyloxy group, a heterocyclyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxycarbonyloxy group, an amino group (including an anilino group), an acylamino group, an aminocarbonylamino group, an alkoxycarbonylamino group, an aryloxycarbonylamino group, a sulfamoylamino group, an alkylsulfonylamino group, an arylsulfonylamino group, a mercapto group, an alkylthio group, an arylthio group, a heterocyclylthio group, a sulfamoyl group, an alkylsulfinyl group, an arylsulfinyl group, an alkylsulfonyl group, an arylsulfonyl group, an acyl group, an aryloxycarbonyl group, an alkoxycarbonyl group, a carbamoyl group, a phosphono group, a phosphonato group and a group that can form a covalent bond with a labeling compound (each of said group may be substituted), provided that V^1, V^2 and V^3 do not simultaneously represent a hydrogen atom, and provided that V^1 and V^2, and V^2 and V^3 may each independently form a saturated or unsaturated ring that may be substituted; R^1 represents a hydrogen atom or a group selected from the group consisting of an alkyl group, an aryl group and a heterocyclic group (each of said group may be substituted); R^3 and R^4 each independently represent an alkyl group that may be substituted, and R^3 and R^4 may bind to each other to form a ring that may be substituted; Q represents a group of atoms that are required to form a methine dye

chromophore.

4. A compound represented by the following general formula (IV):

General Formula (IV)



wherein V^1, V^2, V^3, V^6, V^7 and V^8 represent a hydrogen atom or a group selected from the group consisting of a halogen atom, an alkyl group, an alkenyl group, an alkynyl group, an aryl group, a heterocyclic group, cyano group, hydroxy group, nitro group, carboxyl group, an alkoxy group, an aryloxy group, a silyloxy group, a heterocyclyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxycarbonyloxy group, an amino group (including an anilino group), an acylamino group, an aminocarbonylamino group, an alkoxycarbonylamino group, an aryloxycarbonylamino group, a sulfamoylamino group, an alkylsulfonylamino group, an arylsulfonylamino group, a mercapto group, an alkylthio group, an arylthio group, a heterocyclylthio group, a sulfamoyl group, an alkylsulfinyl group, an arylsulfinyl group, an alkylsulfonyl group, an arylsulfonyl group, an acyl group, an aryloxycarbonyl group, an alkoxycarbonyl group, a carbamoyl group, a phosphono group, a phosphonato group and a group that can form a covalent bond with a compound to be labeled (each of said group may be substituted), provided that V^1, V^2 and V^3 do not simultaneously represent a hydrogen atom, and provided that V^1 and V^2, V^2 and V^3, V^6 and V^7, and V^7 and V^8 may each independently form a saturated or unsaturated ring that may be substituted; R^1 and R^2 each independently represent a hydrogen atom or a group selected from the group consisting of an alkyl group, an aryl group and a heterocyclic group (each of said group may be substituted); R^3, R^4, R^5 and R^6 each independently represent an alkyl group that may be substituted, and R^3 and R^4, and R^5 and R^6 may each independently bind to each other to form a ring that may be substituted; L^1, L^2 and L^3 each independently represent a methine group that may be substituted; p represents 1, 2 or 3; M represents a counter ion; and q represents a

number requir d to n utralize a charge of the molecule.

5. The compound according to claims 3 or 4, wherein at least one of V^1, V^2 and V^3 is a group selected from the group consisting of a halogen atom, an alkenyl group, an alkynyl group, an aryl group, a heterocyclic group, cyano group, an alkylthio group, an arylthio group, a heterocyclylthio group, an alkylsulfonyl group, and an arylsulfonyl group.

6. The compound according to claims 3 or 4, wherein at least one of V^1, V^2 and V^3 is a group selected from the group consisting of a halogen atom, an alkynyl group, an aryl group and a heterocyclic group.

7. The compound according to claims 3 or 4, wherein at least one of V^1, V^2 and V^3 is an aryl group substituted with a sulfo group or a salt thereof, a heterocyclic group substituted with a sulfo group or a salt thereof, or an alkynyl group substituted with a sulfo group or a salt thereof.

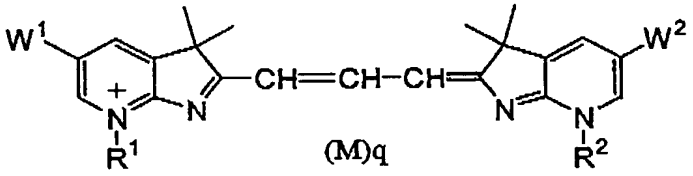
8. The compound according to any one of claims 3 to 7, wherein at least one of R^1 and R^2 is an alkyl group or aryl group substituted with a reactive substituent that can form a covalent bond, an inonic bond, or a coordinate bond with a substance to be labeled.

9. The compound according to any one of claims 3 to 7, wherein at least one of R^1 and R^2 is an alkyl group or aryl group substituted with a group that can form a covalent bond with amino group, hydroxyl group, or thiol group of a substance to be labeled.

10. The compound according to any one of claims 3 to 7, wherein at least one of R^1 and R^2 is an alkyl group substituted with carboxyl group.

11. A compound represented by the following general formula (V):

General Formula (V)

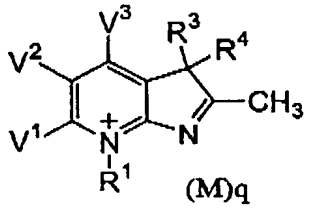


wherein, R^1 and R^2 each independently represent a hydrogen atom, or an alkyl group, an aryl group, or a heterocyclic group (each of said group may be substituted), provided

that at least one of R^1 and R^2 is an alkyl group or aryl group substituted with a reactive substituent that can form a covalent bond, inonic bond, or coordinate bond with a substance to be labeled; M represents a counter ion; q repr sents a number required to neutralize the charge of the molecule; and W^1 and W^2 each independently represent a hydrogen atom or a group selected from the group consisting of a halogen atom, an alkynyl group, an aryl group, a heterocyclic group, an alkylthio group, and an arylthio group, provided that W^1 and W^2 do not simultaneously represent a hydrogen atom.

12. A compound represented by the following general formula (VI):

General Formula (VI)

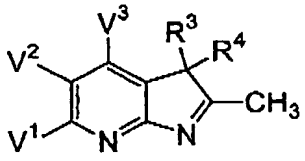


wherein, V^1, V^2 and V^3 each independently represent a hydrogen atom or a group selected from the group consisting of a halogen atom, an alkyl group, an alkenyl group, an alkynyl group, an aryl group, a heterocyclic group, cyano group, hydroxy group, nitro group, carboxyl group, an alkoxy group, an aryloxy group, a silyloxy group, a heterocyclyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxycarbonyloxy group, an amino group (including an anilino group), an acylamino group, an aminocarbonylamino group, an alkoxycarbonylamino group, an aryloxycarbonylamino group, a sulfamoylamino group, an alkylsulfonylamino group, an arylsulfonylamino group, a mercapto group, an alkylthio group, an arylthio group, a heterocyclylthio group, a sulfamoyl group, an alkylsulfinyl group, an arylsulfinyl group, an alkylsulfonyl group, an arylsulfonyl group, an acyl group, an aryloxycarbonyl group, an alkoxycarbonyl group, a carbamoyl group, a phosphono group, a phosphonato group and a group that can form a covalent bond with a compound to be labeled (each of said group may be substituted), provided that V^1, V^2 and V^3 do not simultaneously represent a hydrogen atom, and V^1 and V^2, and V^2 and V^3 may each independently form a saturated or unsaturated ring that may be substituted; R^1 represents a hydrogen atom or a group selected from the group consisting of an alkyl group, an aryl group and a heterocyclic group (each of said group may be

substituted); R^3 and R^4 r present an alkyl group that may be substituted, and R^3 and R^4 may bind to each other to form a ring that may be substituted.

13. A compound represented by the following gen ral formula (VII) or a salt thereof:

General Formula (VII)



wherein, V^1, V^2 and V^3 each independently represent a hydrogen atom or a group selected from the group consisting of a halogen atom, an alkyl group, an alkenyl group, an alkynyl group, an aryl group, a heterocyclic group, cyano group, hydroxy group, nitro group, carboxyl group, an alkoxy group, an aryloxy group, a silyloxy group, a heterocyclyloxy group, an acyloxy group, a carbamoyloxy group, an alkoxycarbonyloxy group, an aryloxycarbonyloxy group, an amino group (including an anilino group), an acylamino group, an aminocarbonylamino group, an alkoxycarbonylamino group, an aryloxycarbonylamino group, a sulfamoylamino group, an alkylsulfonylamino group, an arylsulfonylamino group, a mercapto group, an alkylthio group, an arylthio group, a heterocyclylthio group, a sulfamoyl group, an alkylsulfinyl group, an arylsulfinyl group, an alkylsulfonyl group, an arylsulfonyl group, an acyl group, an aryloxycarbonyl group, an alkoxycarbonyl group, a carbamoyl group, a phosphono group, a phosphonato group, and a group that can form a covalent bond with a compound to be labeled (each of said group may be substituted), provided that V^1, V^2 and V^3 do not simultaneously represent a hydrogen atom, and provided that V^1 and V^2, and V^2 and V^3 may each independently form a saturated or unsaturated ring that may be substituted; R^1 represents a hydrogen atom or a group selected from the group consisting of an alkyl group, an aryl group and a heterocyclic group (each of said group may be substituted); R^3 and R^4 represent an alkyl group that may be substituted, and R^3 and R^4 may bind to each other to form a ring that may be substituted.